

Dun & Bradstreet

PUBLICATIONS CORPORATION
P.O. BOX 3088 GRAND CENTRAL STATION
NEW YORK, N. Y. 10017

Personal Reservation Card No. 121

Please enter my subscription to DUN'S REVIEW for one year at \$5.00 and send me my FREE copy of the DUN'S Special Report "WHAT'S AHEAD IN MANAGEMENT."

☐ Check here if you prefer 3 years at \$10.00 (you save \$5)

- ☐ Payment enclosed
☐ Bill Company
☐ Bill me later

NAME _____ TITLE _____
COMPANY NAME _____ NATURE OF BUSINESS _____
ADDRESS _____ NUMBER OF EMPLOYEES _____
CITY _____ STATE _____ ZIP NO. _____

Above must be filled in to obtain FREE book.

GUARANTEE: If at any time, you find that DUN'S REVIEW does not give you all the information you wish, write and we will refund the unmailed portion of your subscription at once.

HHL

First Class Permit
No. 9136
New York, N. Y.

BUSINESS REPLY MAIL

No Postage Stamp Necessary If Mailed in the U. S.

Postage will be paid by

DUN'S REVIEW

P.O. BOX 3088

GRAND CENTRAL STATION

NEW YORK, N. Y. 10017





P.O. BOX 3088/GRAND CENTRAL STATION, NEW YORK, NEW YORK 10017

Dear Sir:

Recently the editors of DUN'S REVIEW prepared a collection of the best articles on management, personal direction and investment that have appeared in our pages this year.

(This special report, "What's Ahead in Management: Provocative Guidelines for the Executive," is yours free with a trial subscription to DUN'S REVIEW.)

In editing this material for our new collection, we were struck again by that dominant trait which runs through all successful organizations and men—the knowledge of goals so well-defined that they are unmistakable.

Question yourself as to your goals. Ask yourself if your aims can be set down, right now, on a piece of paper. Then, what is the strength that you need to reach them?

You need perspective—to reinforce your thinking, and to evaluate properly events and trends as they unfold.

Put DUN'S REVIEW to work in your thinking. This handsome magazine, published by the firm that specializes in business information—Dun & Bradstreet—is probably the most exciting, the most "in" business magazine produced today.

What is in DUN'S REVIEW for the business man? Look at some of the recent articles...

EXECUTIVES, WIVES—AND TROUBLE... there's no doubt that she can be a problem when it comes to promoting a man or in deciding what trips she should go on, what functions she should attend. Very widely quoted.

EXECUTIVES AND MUTUAL FUNDS... there are a whole raft of mutual funds for the executive to choose from. Should he pick the one with the high yield? Or should he look for safety? Or tax deferral? Here are all the answers.

THE FINE ART OF HIGH-YIELD MANAGEMENT . . . a few favored companies never seem to have trouble returning a high yield on investors' capital. What's the golden secret?

WANTED: \$50,000-A-YEAR MEN takes a look at the current executive job market. Lists some 300 jobs by title and industry that pay from \$20,000 to over \$100,000 a year!

Now here are a few of the regular features . . .

THE EXECUTIVE INVESTOR—stock market pulse-taking by the famed Moody's Investors Service, giving you late reports on the industries and companies to watch for growth and income.

TREND OF BUSINESS—Dun & Bradstreet checks the movement in construction, retail sales, consumer installment credit, steel, and vital economic factors.

SALES AND MARKETING—the most significant late trends in selling and distribution; also research and advertising.

WASHINGTON DESK . . . THE LABOR FRONT . . . BUSINESS FAILURES . . . VOICE OF INDUSTRY.

You get this kind of business oriented editorial coverage every month because DUN'S REVIEW concerns itself not only with what is happening now but also with what will happen.

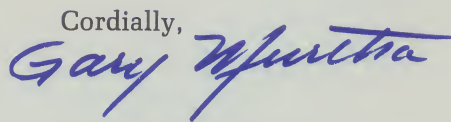
Backed by the unequalled resources of the world-wide DUN & BRADSTREET research organization — with pertinent facts and important information readily available — DUN'S REVIEW offers you a service unique in business publications. With its fingers on the real pulse of national and international business conditions, it brings you this data monthly so you may act promptly and profitably.

If you are not getting this kind of authoritative business reading now, you should be reading DUN'S REVIEW. Just fill in the enclosed card and mail it back to us now — today. We will start your subscription at once. Along with it goes our guarantee that if at any time, you find DUN'S REVIEW is not for you, we will refund the unmailed portion of your subscription.

This great savings on this dynamic business magazine is available to you only with this mail offer.

12 issues of DUN'S REVIEW
PLUS FREE "What's Ahead In Management?"
a special 64-page study
—all for only \$5.00

Why not return the postpaid card now?

Cordially,

for DUN'S REVIEW